DIGITALK
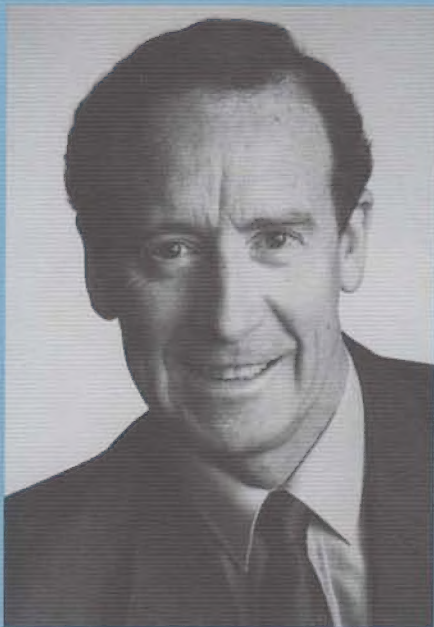
"The Open Advantage programme is one of the most important campaigns Digital has undertaken since the introduction of the VAX." - Ron Larkin

digital

PRIMED TO PROFIT.

Digital's Open Advantage

THROUGH THE EVOLUTION OF TECHNOLOGY, COMPUTING REQUIREMENTS HAVE CHANGED DRAMATICALLY. CUSTOMERS NOW DEMAND THE FREEDOM TO CHOOSE THE BEST SOLUTIONS FROM DIFFERENT VENDORS TO BUILD ON THEIR EXISTING COMPUTER INVESTMENTS.

IN OUR LEAD STORY THIS ISSUE, WE TAKE A LOOK AT THE PROGRAMME THAT IS SET TO POSITION DIGITAL AS THE INDUSTRY LEADER IN PROVIDING CUSTOMERS WITH OPEN, MULTI-VENDOR COMPUTING.

NEW SALES AND MARKETING MANAGER

Maurice Hill has joined us as Regional Sales and Marketing Manager. Previously Chief Executive and Director of Asia Pacific Distribution Ltd and Qantas Distribution Services Ltd, Maurie headed a number of start-up technology companies and held various sales, marketing and general management positions in IBM for 13 years. Welcome aboard Maurie. ■

WHAT is the programme?

The Open Advantage is a new vision for Digital, an umbrella under which all our products, our services and our business strategies will be delivered. The goal of the programme is to create world-wide excitement in our customers and within Digital itself about our abilities. We've taken a look at our skill set and decided to re-focus ourselves to take up a leadership position in the open systems market.

To put that vision into practice, we have tried to put some words around what customers want from open solutions, and three major areas have been defined.

First we will provide **open technology.** Open technology allows solutions from different vendors to work together as a single system. That way, customers are not tied to one particular vendor, giving them the flexibility to take advantage of new technology while enhancing their original investments.

Secondly, we will have **open services**. We will take full responsibility for the planning, design, implementation and management of the total multi-vendor system. The customer will have a single point of contact for everything. Already we support over 8500 products from 800 vendors, so this is a natural progression for us.

The third area is **open business**

attitudes. Part of this is a willingness to draw on the total industry for products to provide the best solution for our customers, even if part of the solution comes from our competition. Customers want solutions that are easy and affordable, no matter where they come from. We can be the providers of that, and make it all work together. This needs to start from the ground up within our company, whether we're in service, sales or administration.

WHO
will drive the campaign?

Essentially the campaign will be driven to fruition by every Digital employee. In Australia, a task force has been formed, headed up by Bill Fulton, to focus all our activities and events around the Open Advantage. Task force members include Peter Grehan, Maurice Hill, Rim Keris, Brian Mitchell, Patrick O'Halloran, Keith Osborne, Murray Ray, Graeme Shorter and Geoff West.

A series of internal seminars and briefing sessions will soon be underway, covering various aspects of the campaign. The whole company will be involved.

Externally, an advertising schedule is now being drawn up and key customer events are being scheduled.

The launch of this strategy is not just one event - it is an ongoing campaign that will develop over time.

HOW
do we differentiate ourselves from the competition?

True, if it's such a great idea, everyone will be doing it. But we have NAS, Network Application Support. NAS is our foundation for delivering the Open Advantage, and we believe we already have a very large head-start on the competition because of it.

NAS is a set of products that tie solutions together across a network of computing systems from different suppliers.

Because we have NAS, we can make the claim that no other vendor can integrate as well as Digital can.

WHY
the Open Advantage?

Back in the 70s, the computer industry was highly product-oriented and in many ways the vendor drove the market. We would bring product to market and customers would ask the very straightforward question, "Well what do I do with it?" As we move into the 90s, it is very clear that the market is now customer driven. Customers are looking for solutions. They want solutions that will lower their costs and enhance their current systems. ■

NAS IS THE FOUNDATION FOR DELIVERING THE OPEN ADVANTAGE

NAS helps customers flexibly integrate solutions which best match their business needs.

NAS gives customers vendor independence and freedom of choice through support for open systems.

NAS enhances customers' existing investments in systems, software, expertise and training. ■

DIGITAL'S OPEN ADVANTAGE

Our open advantage gives customers the freedom to choose the best solutions from different vendors to build on their existing computing investments.

BUSINESS	SERVICES	ATTITUDES
Our open technology allows solutions from different vendors to work together as a single system.	We will take full responsibility for the planning, design and implementation of the total system.	We will draw on the total industry for products to provide the best solution for our customers.

The basis for our open technology is called NAS.

Digital's going great guns in the press stakes.

Not only does Digital get more favourable news reporting than IBM, we're getting more total column centimetres than Big Blue.

Digits after more detail can peruse the results for themselves. All press clippings are compiled weekly by an independent press clipping service and are available from the Regional Library at SNO2-3/B4. ■

**Congratulations to all involved in the following sales.
Keep up the good work!**

Account:	Department of Health, Housing & Community Services (HHCS)
Order by:	Terry Bell, HHCS National Account Manager
Assisted by:	Jeff Parker, HHCS National Account Consultant; Patrick Keogh, VAX 9000 Consultant; and Bruce Kay, Capacity Planning Consultant
Location:	Canberra
Order:	Two VAX 9000 mainframes
Replacing:	8000 Series

Application: Faster I/O throughput to support the HHCS Central Office ALL-IN-1 users (approx. 2,500). HHCS has over 5,500 ALL-IN-1 users on their nationally distributed VAX network (the largest ALL-IN-1 community in Australia).

Account:	George Weston Foods Limited
Order by:	Graham Wilkinson
Assisted by:	Forrest McGregor (Channels), Michael Rosic (EIS), Don Cooper-Williams (EIS), Neil Bannister (MEO CIM Centre) and the NSW Bid Centre. Special mention to Project Manager Helen Bedkober whose passion and commitment were appreciated.
Location:	Sydney
Order:	A Digital platform and core application software (Series 32 Plus) from Wilson Computer Services
Volume:	$A4-million
Replacing:	Unisys
Competition:	IBM and Unisys

Application: Integrated manufacturing distribution and financial systems for one of the biggest daily foodstuff providers in Australia and New Zealand.

Account:	Factory Mutual International
Order by:	Cassandra Ellis (Financial Services)
Assisted by:	MEA Finance team and MEO Network Site Services.
Location:	Melbourne
Order:	VAXft310 and associated services
Volume:	$A600K
Replacing:	Hewlett-Packard

Application: Fault tolerant system. This is the first sale of a fault tolerant system into the finance industry in SPR. It will become a valuable reference site for future opportunities.

Account:	Department of Health, Housing & Community Services (HHCS)
Order by:	Terry Bell
Assisted by:	Jeff Hitchman (Services Specialist)
Location:	All States
Order:	Facilities management contract
Competition:	Wang

Application: HHCS outsourced the Facilities Management of their National Wang Network to Digital. This Network supports the Department's present personnel system and the deal involves Digital in providing a System Manager as well as maintaining all of the Wang equipment.

EXHIBITION MAKES HISTORY

First Perestroika and now this! Digital recently teamed up with three competitor companies to demonstrate the advantages of open systems at the year's biggest open systems exhibition and conference, AUUG (Australian UNIX-Systems Users Group) '91, held late September in Sydney.

In an unprecedented example of local co-operation, computers on the exhibition stands of OSF (Open Software Foundation) members Digital, Bull, Hewlett-Packard and IBM were networked to run a financial application in a new computing environment that uses UNIX but is not restricted to UNIX. The entire demonstration was also shown on a common OSF stand sponsored by the four companies.

Since AUUG recently changed its charter to cover open systems in the broader sense, the demonstration by the four companies of a truly open system at work played a trump card for OSF in showing that the basis of open systems is more fundamental than UNIX.

Digital, as always, was a major sponsor of the entire event and this year we also sponsored the Conference brochure. With its exclusively Digital advertisements, the brochure was mailed to thousands of Information Systems Executives around Australia. Rolf Jester, our Open Systems Marketing Manager (see picture, right) managed our input to AUUG '91, both co-ordinating our side of the OSF joint effort as well as being responsible for putting together and running Digital's own stand.

As one of some 50 other vendors represented at AUUG, including large displays from Amdahl, NCR, Apple and Sun, our stand was one of the largest and positioned near

the front of the exhibition hall. Our main objective was to influence [buye]rs and consultants so that they [automatically think of Digital as the best integrator of open systems business solutions.

Under Rolf's management, all areas of Digital worked together to make the show run smoothly and to convey the Open Advantage message to some 3000 visitors to the event.

Special thanks go to Rolf, to the project managers Hazel Broadbent and Therese Nile, to the technical and pre-staging managers Neil O'Malley and Ray Morcos and their team, to the installations manager Ken Fox and his assistants and to the Sales Executives who manned the stand and attended to customers during the event.

Guest speaker for the conference, attended by some 500 delegates from around the country, was [Ma]rie Burch, the OSF's Director of International Operations, who also spent a separate afternoon with our customers, updating them on OSF's products and directions.

In the week following, we complemented the event by holding customer seminars around the country, focusing our leadership in open systems through our standards-compliant products and our strengths in services.

"The event was a tremendous success both in demonstrating the advantages of truly open systems and the capabilities Digital has in this area. It was also a magnificent team exercise," said a satisfied Rolf Jester. ■
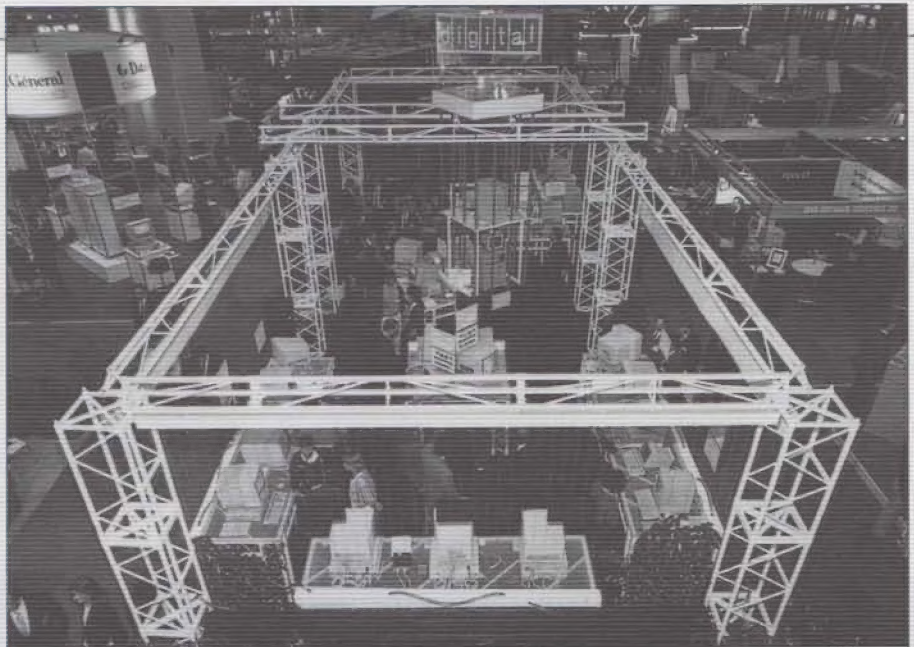
Our stand at AUUG '91 was an attention grabber.

COMBINING BUSINESS WITH PLEASURE

If anyone needs convincing that Digital is firmly committed to UNIX and Open Systems, this is it.

Rolf Jester, our SNO-based Open Systems Marketing Manager, has been elected secretary of the Australian UNIX-Systems Users Group (AUUG), one of the oldest groups of UNIX users in the world.

The AUUG - described by Rolf as "the DECUS of UNIX" - has 400 members, mainly individual information systems professionals like Rolf, but it also counts most UNIX vendors (including, of course, Digital) and many software houses in its number.

In his spare time, Rolf is secretary of the AUUG - "DECUS of UNIX".

It publishes a newsletter and stages conferences, workshops, seminars and an annual exhibition which, now

a major industry event, attracted over 3000 visitors this year.

Rolf's election really comes as no surprise - he's been active in promoting UNIX and Open Systems in Australia for sometime both inside and outside of Digital. "I've seen my task as helping the industry meet the challenges of Open Systems and the needs of information systems users," he says.

As AUUG Secretary, Rolf will further spread the knowledge about business advantages that come from standards-compliant Open Systems, and will continue to support vendor-independent standards. ■

Congratulations to our Circle of Excellence winners who are off to Bangkok this month.

5

SIMPLY THE BEST

Being the 'best' is hardly a simple matter, as Linda Glassop well knows. Linda is Australian Quality Programme Manager, responsible for making Digital the best it can be by implementing quality into the organisation.

Quality, according to Linda, is seen not only as something that will improve our productivity, but will enhance customer satisfaction and thereby give us a larger piece of the market place.

"Quality is all about understanding customer needs, whether dealing with an internal customer or an external customer.

conducting this month will help us solicit information on where the problems are in the company so we can do something specific about them."

Currently, Linda and her team are working on gaining accreditation to international and Australian standards by documenting what our existing quality system is in order to improve it. From that documentation a manual will be produced, called a Quality Manual, which the customer will be given access to if they want to know what our quality system is.

From rear, left to right: Tina Schembri, David Byers, Paul O'Brien, Jim McNally, Chris Halliday, Geoff Brundle, Ivon DeFarari, Annik Windfield, Larry Lambert, Robin Elvery, Terri Frost, Terry Quanborough, John Link, Linda Glassop & Andrew McLaren.

We want to ensure that the customer is given 100% of what they want every time and this means being more responsive to the customer and more mindful of what the customer wants."

Linda's job is given a framework by the vision of the corporate quality programme - that is to exceed customer expectations with best-in-class practices, without defects, without waste and with total employee involvement. Her position is given mentorship by Manufacturing Manager, Mohammed Haddadi and Personnel Manager, Hugh Johnson and she works with a team (pictured above) that is Australia-wide and represents every State.

"In order for a quality programme to be successful, the approach has to be top-down in goals and objectives and bottom-up in ideas. We have the top-down commitment to make this work and we will be implementing awareness training for every single employee in the months to come.

"The employee survey we are

The Australian Government, which issues accreditation through its body, Standards Australia, is a forerunner in quality standards in all areas of business and industry. The accreditation, with labels like ISO 9001 and AS 3563, relates to products and services through all phases of design, development, delivery and so on.

Currently, our Mowbray Road Manufacturing Unit is not only our first site accredited, but is the first manufacturing site in GIA accredited with the quality standard.

"To achieve further accreditation we will be involving all our vendors and our strategic alliances in the quality programme," says Linda. "Every aspect of every dealing with every customer must be quality.

"We do well, but we still have to make a quantum leap. This is all-encompassing and it means an attitude shift. It is not something you can just dictate and have done." ■

LVO IS ALL THE GO

One year ago, in response to the call to streamline our operations, Regional Purchasing at SNO launched a simplified, "requisitioner-friendly" Low Value Order (LVO) process for the acquisition of most goods and services less than $1000. Users have made this process successful, with now over 230 commodities available and 490 suppliers accessible via the simple LVO process. Nearly a thousand LVOs have since been issued, which has resulted in a substantial administrative workload reduction.

This saving in workload has in turn enabled Purchasing to devote more time to contract negotiations over large-dollar expenditures, with benefits cascading even further and significant cost reductions in that area as well.

Purchasing reports that cost savings for FY91 total more than $1 million - a direct contribution to the Subsidiary's all-important bottom line.

■ New Limit: $3000

Quarterly reviews of the LVO scheme and the use of LVOs reveal almost universal compliance to the main business controls (that is, not splitting orders to avoid the dollar limit, not buying restricted commodities, and only using approved suppliers on the VTX Vendor List).

The decision's now been made to increase the use of the LVO process, and the value limit of $1000 has been raised to $3000.

Also, the approved supplier base for LVOs has been expanded to fill in some gaps in commodities that employees need to purchase.

Purchasing say the current process will remain in effect and the eligible commodities remain the same. These are described on the cover of LVO pads and also in the excellent VTX infobase which comprises news updates, instructions and the approved Vendor List. Only suppliers on the VTX listing may be used, allowing Purchasing to effectively manage the supply base.

SPR is a leader with this kind of system to streamline operations, and we've provided information to the USA and European countries to help them in developing similar processes.

LVO is quick and it's easy. Use it next time you need to place an order and send any feedback or suggestions by EM to Purchasing @SNO. ■

Q & A
WITH PERSONNEL MANAGER HUGH JOHNSON

Q Digital has always regarded people as the true value of the Company, but is profit now valued more highly than the individual Employee?

A We value both. We balance the needs of our people with the needs of our shareholders. I think that our commitment to people is evidenced by the $1-billion of restructuring funds that have been set aside over the past two years specifically to help people who are asked to leave the Company. This is a conscious trade off between profit and people and it represents the significant value that we place on the needs of our people.

We are concerned with Employees, Customers and Shareholders. All three are stakeholders in the well-being of any company. Customers are a high priority because without Customers there is no business so we don't need Employees and Shareholders will invest elsewhere. Quality is what Customers value so it must be a high priority for us and every Employee contributes to Quality.

As long as the needs of our Employees and Customers are met then profit should flow to our Shareholders and all three benefit as a result. That's the business model that works every time.

Q It used to be said in Digital that if you were good at your job, if you were successful, then you didn't have anything to worry about, your job would always be there. Is that still true?

A It's not true anymore, anywhere. The world has changed and the world of information technology is changing faster than most. Historically the security blanket that people had was the company that surrounded them, that company's philosophies and values. In future, more

and more, it's the individual's personal marketable value that will protect them. The Company's objective is to support all Employees by continually increasing their market value, both inside the company and outside it. That's quite a significant change from the past. To quote Rosabeth Moss Kanter from her book, *When Giants Learn to Dance,* "If security no longer comes from being employed, it must come from being employable".

It's also quite a risky situation for both. If you think of it in a management context, what you're basically saying is that our Company will have to compete with the outside world every minute of every day to keep our Employees.

Also, our philosophy is that if we have to say farewell to an Employee, we want to make sure that person can leave with dignity and a sense of value and the appropriate support to help them find a new career.

Q If we are competing with the outside world to keep our Employees, do we need to change our system of rewards and benefits?

A We constantly change Rewards and Benefits to stay competitive. Our system is excellent because it balances the value of the individual's skill with the job that they are doing and their performance in that job. It's a very fair system.

Since we have entered times of rapid change in jobs and work we have introduced some incentives to keep everyone focused on the total business. Both Variable Compensation and Success Sharing are designed to do that for all Employees. It's an area where I expect to see continuous innovation.

Q What kind of training will we make available to Employees in order to increase their marketability?

A We call it Employee development, not training. Training courses are often seen as a solution to a problem, yet they rarely are. They are a platform from which an Employee can launch their development. Attending a training course qualifies you for nothing. It's what you do with what you learn that actually develops your expertise. That typically happens on the job after the course.

So training courses are a part of an overall individual development plan that is set by having a clear set of responsibilities and goals, coaching from your Manager and some challenging assignments to cause you to use the skills you are learning. This process applied with discipline will increase one's market value.

Q Ken Olsen's vision for the company was to be able to give Employees a certain autonomy and say to them 'do the right thing'. But moral and social values have changed significantly since the Company began. Does 'do the right thing' mean anything anymore?.

A Absolutely. Sometimes the interpretation and the implementation of those values hasn't been to the level of quality that we might like. But Ken Olsen's fundamental core values for the company haven't changed at all. It's the practise of those values that's open to interpretation. In some places we practice them beautifully, and in other places we don't do it as well.

I don't believe that anyone deliberately sets out to act inconsistently with the values of our Company. It happens through pressures of time and rapid growth. Most decisions that were made over the past 30 years were necessary at the time, but at some point you have to look back and question whether a decision made previously still holds true.

The priority in many businesses right now is to improve Quality in everything. That's true for us as well and 'do the right thing' is an excellent context for people to make decisions about Quality. Every one

of us can apply this to our work to set clear goals. So, for me, the context for 'do the right thing' is Quality and I try to live it every day.

Q This has always been a very informal company and that is one of the reasons that Digital is good to work for, but will we have to lose some of that atmosphere in order to toughen up our act?

A Informality should never equate with lack of discipline. You need both. You need to have a clear set of objectives that you're working towards and some kind of consequences based on the performance of those objectives. You can maintain the informality easily as long as everyone has a very clear understanding of what it is they are expected to do and understands the consequences of their performance.

We want to maintain the informality and toughen up at the same time. We are working towards that.

Q What is your vision for the future?

A I'm extremely confident because many problems that we must fix are internal and we can control them. Some of our management processes are slowing us down and we can fix those ourselves. The market is changing but that happens all the time in every industry and we have outstanding products. What we must do is adapt to these changes much faster than our competitors and our ability to do that will determine our future.

Our major dependency and our most significant strength is our People. I wander around a lot and they are the best - compassionate, enthusiastic, highly skilled and proud of their work. Our people will make the difference for us by learning how to rapidly change the way we do things. ■

Military Precision

This letter is to convey my appreciation of the professionalism and thoroughness of the Digital Engineers and IPEC HI-Tech staff who planned and executed the move of High Frequency Radar Division equipment and re-installation of the HFRD computer network.

The effort put into the planning allowed the effective relocation of HFRD, which was successfully completed though hindered by some unforeseen inconveniences. The schedule provided sufficient latitude to overcome interruptions as they arose, and the flexibility of the plan and co-operation between Digital, IPEC and SRL staff ensured that the affects of those disruption were diminished.

The Digital Engineers reaffirmed our confidence in them as professional, capable people. They worked confidently to the plan, and bested the unexpected challenges. Their efforts are highly regarded.

The efforts of all involved resulted in a move which minimally disrupted the normal operations of HFRD, and which received only favourable comments.
MG Golley
Acting Chief, HFRD
Defence Science and Technology Organisation
Department of Defence
Addressed to ADO's Bob Scarborough.

Clarissa Wins TAFE Thanks

I would like Digital management to be aware of the high level of professionalism and competency of Clarissa Carreon during the SCS modifications.

Clarissa had a pretty hard job to do, coming in relatively blind to our problems, and without proper scoping. She applied herself quickly to the task at hand, and related to me (a non-technical person) and other staff very well.
Grant Douglas
Information Systems
NSW TAFE
Addressed to Tony Gallagher. Clarissa is an SNO-based Digital Services Specialist who provided consulting on ALL-IN-1/SCS, setting up the system to match TAFE's organisational structure.

Engineers Answer Roll Call

Please pass on my thanks to your Engineers for their help in bringing the system up in our Sydney office.

I would like to mention especially the efforts put in by Messrs Grant Philip and David Tan.

Mr Philip's manner and attitude has been exemplary even when he had to work back on Friday night with us. Without his perseverance and assistance, I would not have been able to implement installation in NSW from Canberra.

Likewise, Mr Tan's quick response to our call is much appreciated.

With their help, the NSW redistribution of electoral boundaries was able to proceed.

Letitia Ngan
Assistant Director, Computer Services
Australian Electoral Commission
Addressed to CAO Sales' Henk Van Roy.

Edu Makes a Difference

This note is to compliment and express thanks to Bob Harrington on the superb job he did in presenting the Vector Programming course to DSTO-SRL (Defence, Science and Technology Organisation - Surveillance Research Laboratory).

Feedback from the customer indicates that this was most useful, and certainly highlighted the fact that they were not making best use of the tools available to them. There has also been a side benefit in that additional courses that he proposed are attracting interest. There is also the potential for them to invest in more software for the VAX 9000 based on the use of this software during the course.

Stephen Manuel
Digital Services
Bob is an Education Consultant at SMP. Stephen is a ADO-based DS Software Specialist. Addressed to DS Edu's Colin Lathwell.

Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks... Letters of Thanks...

On the Road to Success

This letter is by way of thanks for the activity of your staff on the NRMA account.

The recent installation of the disk storage and, in particular, organisation and installation of the VAX 6410 systems has more than met my expectations.

I would like to mention Gary Pope, who has taken on the NRMA account with enthusiasm and energy. He has absorbed the culture of the organisation and this has helped in a large number of ways both inside Road Service and in the Corporate area. Further, Gary's ability to organise, facilitate and 'think outside the nine dots' has greatly assisted the upgrade of the systems.

It is also worth noting the efforts of our Digital Engineer, George Conditsis, who is invaluable to us, and Cyrus Pestonji, both of whom have greatly assisted the stabilisation of the systems at Road Service. No doubt, there are others who work with these gentlemen who should also be included in the thanks.

I look forward to a long and mutually rewarding association with your organisation.

Des Kennedy
Computer and Communications Manager(Road Service)
NRMA Information Services
Addressed to Finance District Manager Brian Mitchell.

Team Play

To confirm our conversations over the last few weeks on the personnel issues involved in the successful implementation of Tolas across three divisions in six weeks.

We must single out and favourably comment upon the performance of Phil Atkinson, who specified modifications, supervised their creation at Digital, assisted in the implementation process itself, and indeed was effectively an invaluable team member.

Paul Fowler worked extensively with Mr Lo of my department on the successful introduction of EDI.

I would like it noted that both gentlemen worked extended hours as team members with the Tolas team and addressed a large number of technical and business issues. Please pass on our appreciation for these valued members of your establishment.

JB Stewart
L & K: Rexona Pty Ltd
Addressed to Ed Antaki.

Persistence Pays Off

I would like you to know how pleased we have been with service recently given us.

We have a Compaq 286 PC which decided it would not run diagnostics and set-up software.

Your technicians (Robert Thomas in Alice Springs and Gordon Cowsher in Sydney) both devoted considerable time and effort to this difficult problem, and we were most impressed with their persistence. Their determination paid off when they eventually solved what was for us a most annoying and inconvenient hardware failure.

Many thanks for an excellent job well done.

LD Hill
Data Systems Co-ordinator
Tangentyere Council Inc
Addressed to SNO Sales Support's Rashmi Limaye. It's interesting to note here that the Council's service is under their Desktop Services contract, meaning our Alice Springs team fix all their desktop equipment - mainly non-Digital PCs. ■

WORLD UPDATE

Korea

Doosan Glass, the largest glass manufacturer in Korea, has installed a CIM system at its plant in KunSan. Digital was the prime contractor for the SI project, managing the entire project including the development of applications.

United Kingdom

Our British cousins are celebrating a $A1.5-million UNIX sale to Glaxochem, the manufacturing subsidiary of the Glaxo group and reputed to be the UK's most profitable company.

For years tied to Hewlett-Packard, Glaxochem reportedly wanted to develop and implement an Open Systems technology throughout the company but was unhappy about doing it on an HP platform.

◆ ◆ ◆

Digital and Olivetti have signed an agreement to work together on advanced research and development projects. The Cambridge-based Olivetti Research Laboratory is to receive additional long-term funding from Digital in a major co-operative R&D venture between the two leading US and European IT companies.

The research is focused on new methods of interaction between people and computers, including powerful networked multimedia environments and 'Active Badges', infra-red tagging devices that interface to computer systems for monitoring people and objects.

◆ ◆ ◆

The British Broadcasting Corporation (BBC) will install a computer-aided scheduling and automated control system for its BBC1 and BBC2 channels that consists of three fault-tolerant VAXft systems.

The new system will help the BBC increase the number of programmes, news pieces and promotional items it produces and transmits, as well as improve in-house and on-air operations.

America

Digital's new WorkGroup family of networking products has received awards in two industrial design competitions in the USA.

Four products, including the DECbridge 90, won a gold award from the Industrial Design Society of America.

Digital also received two major awards for advanced design concepts in the 1991 ID Annual Design Review.

Europe

Changes in COCOM export control have removed barriers to the sale of most Digital products in the emerging markets of Eastern Europe as long as they are used for civilian purposes. Customers will now be able to purchase "de-controlled" products including VAX 6000-430 and VAX 6000-520 midrange systems, VAX 4000 servers, and UNIX-based DECstation 3100 workstations.

Limits on a system's internal memory were also eliminated.

COCOM consists of all NATO countries (except Iceland) along with Japan and Australia.

◆ ◆ ◆

Digital has been named as one of only six Open Systems vendors by the European Commission, joining Bull, ICL, NCR, Olivetti and Siemens/Nixdorf as an approved computer equipment and services suppliers for Open Systems.

The significance of being on the suppliers' list lies in the increasing influence the Commission has over public procurement authorities across the uniting Europe continent. ■

CAREER MILESTONES

OCTOBER
ten years   1981

- ✓ Robyne Boyle, SNO Cust Ops
- ✓ Alex Williams, SNA EIC

OCTOBER
five years   1986

- ✓ Frank Robinson, MEO EIS
- ✓ Jeanette Furness, SNO Edu
- ✓ Leon Strauss, STL CS
- ✓ Ann Lynn, SNA Mfg
- Allan Baird, ADO EIS
- Geoff James, CAO Sales ✓ ✓
- ✓ Mark Kingaby, SNO Sales
- Mark Flaherty, TZO EIS ✓ ✓
- ✓ Melina Sin, SNO SB

NOVEMBER
five years   1986

- ✓ Tony Debenham, SNM Sales
- ✓ Robyn Davies, NLO Cust Ops
- Thomas Bromberg, CAO EIS ?
- ✓ Alistair Long, ADO Sales
- ✓ Graeme McGall, NZO CS
- ✓ Peter Smith, SNO Cust Ops
- ✓ Lorraine Howard, SNL Mfg

NOVEMBER
ten years   1981

- ✓ Peter Mason, MEA EIS
- ✓ Keith Anderson, CAO EIS
- ✓ Ronald Harrison, SNA Mfg
- ✓ Dave Knox, Mftg

NOVEMBER
fifteen years   1976

- ✓ Luigi Manyuanu, MEO EIS ?
- ✓ Peter Cross, SNO CS
- Don Finlayson, FJI CS

This issue's clever contribution is from *John Koole*

LUNCH THE NU-DEC WAY

Rumour (or reality?) from a customer perspective

I had a 9:00am meeting with my Digital Sales Rep. I needed to buy an entire new VAX 4000 series, the works. He said it'd take about an hour. Three hours later, we'd barely got the datacomm hardware down on paper, so he invited me downstairs for lunch.

This was my first experience in the NU-DEC cafeteria. Above the service counter was a menu which began:

MMU's (MAIN MENU UNITS)

0001A BURGER Includes sesame-seed bun. Must order condiments 00110A separately.
-001   Deletes seeds.
-002   Expands burger to two patties.
00020A DOUBLE CHEESEBURGER, preconfigured.
            Includes cheese, bun and condiments.
            Add-on bacon.
-002   Delete second patty.
-003   Replaces second patty with extra cheese.
00021A BURGER UPGRADE TO DOUBLE CHEESEBURGER.
-001   From Single Burger.
-002   From Double Burger.
-003   Return credit for bun.
00220A BURGER BUNDLE Includes 00010A, 00210A and 00310A.
-001   Substitute cola 00311A for lemonade 00310A.

My eyes glazed over. I asked for a burger and a lemonade. The waitress looked at me like I was an alien.

"How would you like to order that, sir?" she asked.

"Quickly, if possible," I replied. "Can't I just order a sandwich and a drink?"

"No, sir. All our service is menu driven. Now what would you like?"

I scanned the menu. "How big is the 00010 burger?"

"The patty is rated at eight bites."

"Well, how about the rest of it?" meaning the bun, bacon and whatever.

"I don't have the specs on that, sir, but I think it's a bit more."

"Eight bites is too small," I said. "Give me the Double Burger Upgrade."

My sales rep interrupted: "No, you want the Single Burger option 002 'expands burger to two patties'. The double burger upgrade would give you two burgers."

"But," the waitress chimed in, trying to be helpful, "you could get return credit on the extra bun, although it isn't documented."

I looked around to see if anybody was staring at me. There was a couple in line behind us. I recognised one of them, a guy who nearly mowed me down in the carpark with his jet-black Supra. He was talking to some woman who was waving her arms around and looking very excited.

"What if," the speedster was saying, "we marketed the bacon cheeseburger with the vegetable option and without the burger and cheese? It'd be a BLT!"

The woman charged off in the direction of the telephone, running steeplechases over tables and chairs. My waitress tried to get my attention again.

"Have you decided, sir ?"

"Yeah, give me the double burger - excuse me, I mean the 00020A with the option 001. I want everything on it." She put me down for the Condiment Expansion Kit which included mayonnaise, mustard and pickles with an option to substitute relish.

"Tomato sauce." I hated to ask. "I want tomato sauce on that, too."

"That's not a condiment, sir, it's a Tomato Product." My Sales Rep butted in again. "That's not a supported configuration," he said.

I kept my voice steady. "What now?"

"Too juicy. The bun can't handle it."

"Look," I said. "Forget the tomato sauce. Just put some lettuce and tomatoes on it."

The waitress backed away from the counter. "I'm sorry, sir, but that's not supported either. The bun can take it but the burger won't fit in the box."

Then the Sales Rep defended himself. "Just not at first release. It is being beta-tested."

I checked the overhead screen. Fries, number 000210A, option 110. French followed by option 120, English. "What are English Fries?" I exclaimed, turning to my Rep.

"Chips, they call them," was his reply. "We sell a lot of them."

I gave up. "OK - OK. Just give me a plain vanilla Burger Bundle." This confused the waitress profoundly.

" Sir, Vanilla as an option is configured only for series 00450 Milkshakes."

My Rep chuckled. "No - he just wants a standard 00220A off the shelf." I wondered how long it had been on the shelf. I didn't ask.

"Very good, sir." The waitress breathed a sigh of belief. "Your meal is now on order. Now, how would you like it supported?"

"Supported?" I asked. She directed me to the green shaded area at the bottom of the menu, and I began a litany with my Sales Rep that I'll never forget.

"Implementation assistance?"

"You get a waiter."

"Implementation analysis?"

You tell him how hungry you are and he tells you what to eat."

"Response Centre Support?"

"He brings it to your table."

"Extended materials?"

"You get refills."

I shoved some money at the waitress and told her to take it. She gave me my receipt on three sheets of green-bar paper. I studied it on my way to the table, and decided it'd pass as an emergency napkin.

Table? My Sales Rep had been bright enough to order us a table. He hadn't been bright enough to check on a delivery date. The table waiter slouching in his corner surveyed the crowded room, looked at me and said, "Two weeks. But I can get you a standalone chair by the window right away."

I handed him the tray. A woman rushed up to me with two small cups of fried rice for the sweet and sour somebody else had ordered. The room began to grow dim. My eyesight faded...

I woke up clutching the water glass at my bedside table. It was 5:00am - four hours till my meeting with my Rep. I had a vision. I did what it told me to do. I dialled my office, and I called in sick. ∎

Inside

BILL'S MORNING GLORY

Uncle Doug

Bill

As SNO Sales' Bill Moore struggled to get through that notoriously horrible time of the day called 'morning', assisted by Sydney's 2MMM radio waves, the dulcet tones of DJ extraordinaire Uncle Doug began to caress Bill's ears with promises of fantastic wealth, fame and fortune.

All Bill had to do was figure out an abstruse riddle (a suburb, part of the name is a compass point, and has a street named Rowe), organise two kids to get dressed in seconds, find his car keys and his car and beat some 60 other equally motivated souls to arrive at the right place.

And he did it! Bill was the only one who had the nouse to look for 2MMM's "mystery item" under the cold ashes behind a grate in the BBQ at the Eastwood fire station.

The mystery item turned out to be an envelope with a letter from Uncle Doug telling Bill that he had won the "Reg Gives You The Jack" prize. The prize was made up of:
- $1000 to spend as desired
- a Jack Daniels belt buckle
- a Jack Daniels T-shirt
- a Jack Daniels coon hunter's cap
- a Jack Daniels shot glass, and
- an opportunity to join a group of other Jack Daniels Treasure Hunt winners to compete in the radio station's 'Greased Pig Catching Contest', the winner of which would receive an all-expense paid trip for two to Lynchberg, Tennessee, USA - home of the Jack Daniels' distillery.

Bill took his place with the other lucky contestants, running a relay across the greased floor of Sydney's Hordern Pavilion with seven greasy pieces of pork. Bill didn't win the event but he gained "an experience of a lifetime"! ■

CONGRATULATIONS to Holly Wright who won the *Digitalk* competition last issue. Holly's clever acronym for the online programme to automate conference room bookings was **RATS - Reservation and Tracking System.** ■